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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Himes Art Unit : 3629  
Serial No. : 09/725,080 Examiner : Dixon, T.  
Filed : November 29, 2000  
Title : LOYALTY LINK METHOD AND APPARATUS FOR INTEGRATING  
CUSTOMER INFORMATION WITH DEALER MANAGEMENT  
INFORMATION

Commissioner for Patents  
Washington, D.C. 20231

REPLY UNDER 37 C.F.R. § 1.111

This communication is responsive to the non-final Office Action mailed November 8, 2002.

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FEB 26 2003  
GROUP 3600

In the specification:

Please replace the ~~paragraph~~ beginning at page 6, line 10 with the following rewritten paragraph:

(Amended) The customer accesses the desired area through an input device such as the touch-screen 165. In addition, other input devices may also be provided, such as the keyboard 170 or the mouse 180. When the customer has completed his or her session, the data received from the data entry terminal 130 is communicated via cable or radio-frequency (not shown) to the dealer management system 190 ("DMS"). One example of a DMS used in a preferred embodiment is the ERA® system 190, developed by Reynolds and Reynolds, Inc. of Dayton, Ohio, but other DMSs may be used in the present invention. The data received from the data entry terminal 130 are used to populate the information fields on the DMS 190. Additional information regarding the selected services, such as labor rates and other prices, are supplied from the DMS 190, and a repair order (not shown) containing the customer information, the vehicle information, and a service description